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EXTENSION SERVICE

REVIEW

U.S. DEPARTMENT OF AGRICULTURE * DECEMBER 1970

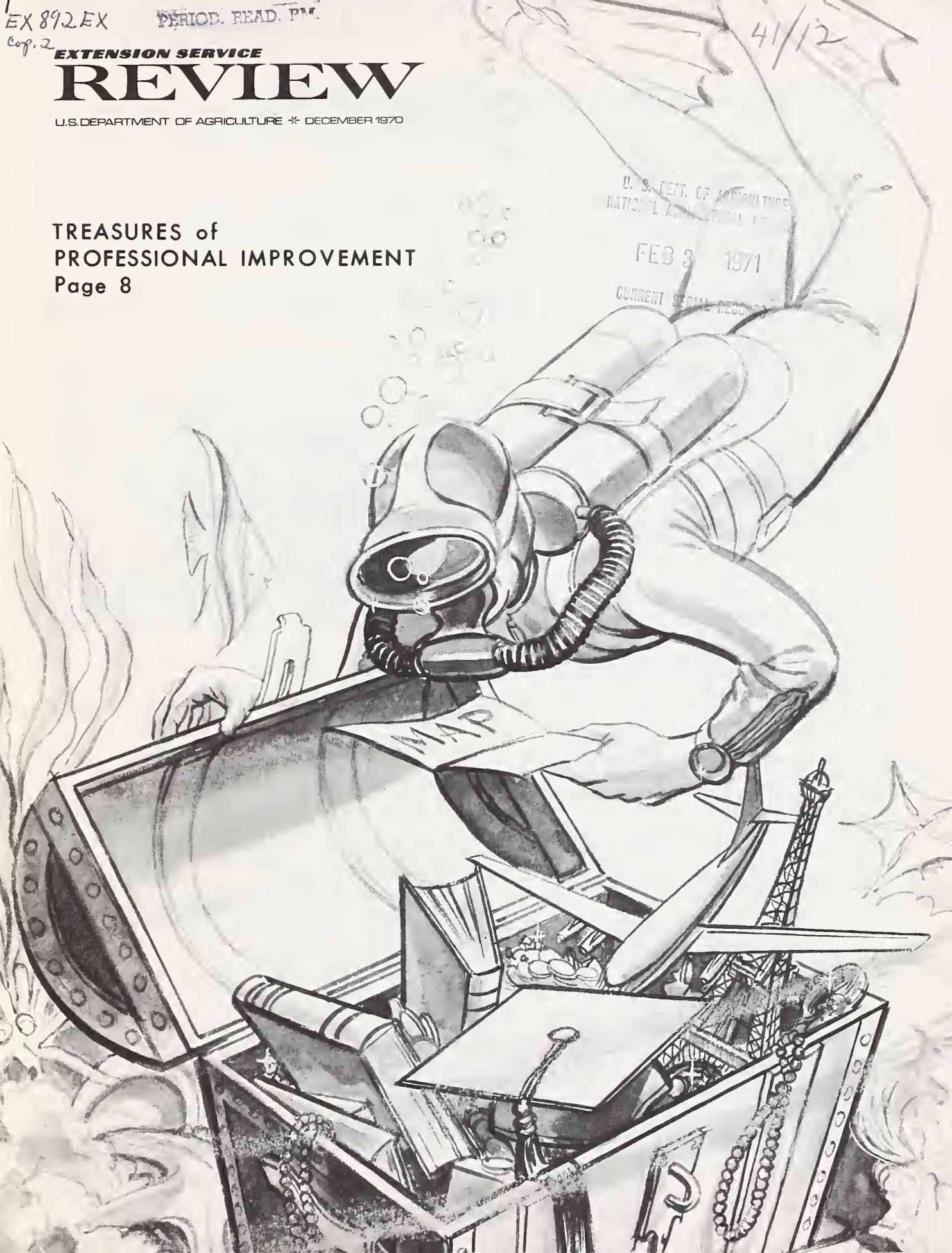
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TREASURES of
PROFESSIONAL IMPROVEMENT
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REVIEW

The Extension Service Review is for Extension educators—in County, State, and Federal Extension agencies—who work directly or indirectly to help people learn how to use the newest findings in agriculture and home economics research to bring about a more abundant life for themselves and their communities.

The Review offers the Extension worker, in his role of educational leader, professional guideposts, new routes and tools for speedier, more successful endeavor. Through this exchange of methods tried and found successful by Extension agents, the Review serves as a source of ideas and useful information on how to reach people and thus help them utilize more fully their own resources, to farm more efficiently, and to make the home and community a better place to live.

CLIFFORD M. HARDIN
Secretary of Agriculture

EDWIN L. KIRBY, Administrator
Extension Service

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Professional improvement

The December issue of the Extension Service Review again is devoted in part to a listing of many of the professional improvement opportunities available to Extension workers. And there probably are more opportunities that we are not aware of. If you know of other sources of training or financial assistance, please urge those in charge to put the Extension Service Review on their mailing list. This should help assure that every Extension worker knows about all possible routes to professional improvement.

Some of you who have particularly good experiences with various kinds of professional improvement activities in the coming year may want to share them. Take some pictures during the course of your training, write to us briefly about what you did and why you would recommend it for other Extension workers. We'll consider your experience as the topic for an article in next December's Extension Service Review.

Remember, the Review is a forum where you are invited to share any of your successful, innovative methods and programs with your fellow workers. We welcome your ideas.—MAW

by
Dean C. Bork
Extension Agricultural Editor
Michigan State University

Gardens—for better nutrition



Edgar Kidd (center), Monroe County, Michigan, Extension agricultural agent, gets help in sorting some of the 5,200 donated packages of garden seeds.

Reminiscent of the Victory Gardens of the 1940's is a new vegetable garden project involving all the Monroe County, Michigan, Extension staff.

Nutritional surveys in the county showed that low-income families often had poor diets—especially lack of vegetables and fruit. About 3,500 families, mostly in rural and smalltown areas, have an annual income less than \$3,000. The project was aimed at them.

The county Extension director, home economist, agricultural agent, 4-H youth agent, and expanded food and nutrition education personnel designed a program that encourages low-income families to establish and manage home vegetable gardens.

A well-managed, quarter-acre garden can produce fruits and vegetables worth up to \$600. These convenient and readily available foods provide a valuable daily supplement to a family's diet. Surplus vegetables and fruits can be preserved, adding to the balance and quantity of the family food supply.

"Many people have little or no experience in growing fruits and vegetables," notes Edgar Kidd, Extension agricultural agent. "Also, there are few family work or recreation projects that promote family pride and unity."

Kidd had a year's experience with a similar program in the Detroit area before moving to Monroe County. (Extension Service Review, November 1968.) He emphasized that a home garden can be a source of:

- a variety of wholesome foods,
- savings in family food budgets,
- pride in accomplishment,
- family effort and recreation,
- home ground beautification,
- improved physical and mental health.

"Pilot efforts in 1969 indicated that low-income families can be motivated to improve their gardening efforts with encouragement and information, and with the provision of high-quality seeds," Kidd points out.

"Our staff aims to teach how to plant and grow a garden, how to prepare the food for the table, and how to can, freeze, and store garden produce," adds County Extension Director F. Paul Nevel.

"Also, we work with the children in special projects that challenge their imagination and build confidence in themselves, and we help the families help themselves in any other way possible," explains Nevel.

County clergy, the Bureau of Social Service, the Community Action Program, and city, village, and township officials help locate low-income families and get meeting places.

"Contacts are made directly with the families," Kidd says. "Public announcements would probably attract everyone but the clientele we are trying to reach."

The local Office of Economic Opportunity provided \$350 for purchase of garden seed. Several commercial seed companies donated about the same amount of free seed.

Thirteen neighborhood garden clinics last spring were designed to arouse interest in home vegetable gardens as family projects and to give practical, reliable gardening instructions. Garden literature and supplies of adaptable garden seeds were distributed at the clinics.

About 5,200 packages of garden seeds and 1,100 pieces of literature were distributed to the 588 persons attending. The staff maintains contact with clinic participants by mail and personal contact.

Four harvest fairs around the county allowed families to display some of their produce. Local garden clubs and other donors provided \$125 for ribbons and \$1 premiums. Some donors served as judges.

Kidd reports that the Cooperative Extension Service reached a new audience. None of the people had heard of "Extension Service" and only a couple had heard of "county agent."

Also, as a result of the garden project, new youth groups have been formed and local leadership for them has developed.



N.Y./PA. COOPERATIVE EXTENSION SERVICES

by
James E. Lawrence

Extension Communication Coordinator
Cornell University

Putting Extension on a spot

This logo accompanies a wide range of Extension TV messages directed to more than a million New York and Pennsylvania viewers.

In these days of "telling it like it is," it should be no surprise that a group of New York and Pennsylvania agents have discovered they can reach a large, responsive audience with effective educational messages through television simply by putting Extension on a "spot."

This is happening at WNBF-TV, Channel 12, in Binghamton, New York. The station's 120-mile wide coverage area encompasses a potential audience of more than a million city and suburban dwellers, farm operators, and rural nonfarm residents.

What Extension agents are telling them concerns their livelihood and their general well-being. This includes information on nutrition, food stamps, forage pests, outdoor recreation, farm safety, environmental quality, and many other subjects.

The "spot" Extension finds itself on at WNBF-TV is what broadcasters call those brief, to-the-point segments that come between and during various television programs. They are of two basic types, one being the well-known "commercial." The other, aired free of

charge, is the public service announcement or PSA.

Plans to reach viewers with these short broadcast messages began to unfold about 2 years ago. Agents and station personnel had a long history of outstanding public service relationships. They came together to evaluate Extension's participation in television and to seek more effective use of the medium.

Up to that point, Extension agents in surrounding New York and Pennsylvania counties took turns producing their own programs on area stations in a definite time period on a regularly scheduled basis. Viewers responded well to this approach, but the times and technology called for a change.

The increased use of video tape, for example, allowed stations to shift non-sponsored programs to hours and days with a smaller audience base as the demand for commercial time increased.

Also, the rise of educational television stations brought greater sophistication to the medium. Viewers looked to commercial stations more for pure entertainment and less for educational programs

that filled a solid block of time. In short, the regularly scheduled Extension "show" on commercial television had become passe.

In seeking alternatives, agents and the WNBF-TV management decided to let the public service announcement carry Extension's message. As someone observed, "The PSA gets in and out quick and makes a point before anyone can tune it out."

To Kay Gorman, who coordinates Extension home economics TV activities through WNBF-TV and other local stations, the benefits of this new experience are clearly defined. "We reach a lot more people who pay a lot more attention to our message as a public service announcement than when we did regularly scheduled programs. Also, this approach has generated considerable interest in television among agents," states Mrs. Gorman.

Many of them, including agents who have been using the medium for more than a decade, now look at television from a fresh viewpoint. They see numerous possibilities for disseminating

material directly to minority groups, low-income families, and different types of farm operators, as well as the general public.

Agricultural agent Doyle Thomas, Susquehanna County, Pennsylvania, likes the idea that a spot about a practice or a problem provokes almost instant action from farmers. Dick Brown, Broome County, New York, sees a direct link between the landscaping tips he gives as TV announcements and a sharp increase in the calls and visits he receives from homeowners. His colleague Art Freije is excited about the potentials of TV spots as a way to involve city youngsters in 4-H programs.

Arrangements with WNBF-TV allow agents to serve mainly as consultants and sources of expert information rather than as on-camera performers. The station's staff handles these and other production assignments with professional dispatch.

Best of all, viewers are being exposed to Extension information on days and during time periods rarely available to agents in the past. Phone calls, letters, and visits to county offices verify it is a brandnew experience for many.

TV program director Don Snyder reported on the extent of this greater effectiveness during a recent workshop. At the height of Extension's regularly scheduled 15-minute and half hour educational programs, the highest ratings indicated information going to about 7,000 homes once a week. Now, through public service announcements, Extension may reach an average of 12,000 homes each day. When the mes-

sages fall into prime viewing time, the information may be seen in more than 50,000 homes.

Since the spots are staggered throughout the broadcast day, many different people are exposed to them. "The average Extension public service announcement is seen by 85 to 90 percent of the people who live in our viewing area," says the program director.

Getting the TV spots produced and plugged into the WNBF-TV program schedule is the task of a nine-member steering committee which plans and coordinates the flow of announcements.

Committee members include agents with agricultural, home economics, and 4-H responsibilities from both States; communication specialists from Cornell and Penn State; and a WNBF-TV representative.

Agents from 16 counties, half on each side of the New York-Pennsylvania border, have an opportunity to participate in the project.

The full committee meets quarterly, but someone must check the day-to-day details involved in producing and scheduling announcements. Credit for this phase goes to Don Snyder, as the station representative, and to Mrs. Gorman, who is steering committee secretary as well as TV coordinator.

Both see that schedules are followed, deadlines are met, and production materials are on hand when needed. They also insure clear and open communications among agents and between Extension and station personnel.

All spots are produced in color on

video tape and run 20, 30, and 60 seconds in length. Most of them are one minute. Subject matter is determined at the quarterly committee meetings, where representatives present their ideas as well as suggestions from their colleagues.

Once the schedule is approved for the next 3 months, it is up to the agent who made the proposal—working through Mrs. Gorman and Don Snyder—to provide the information and all other appropriate materials to the station's production unit.

A writer, artist, announcer, and TV director, in consultation with the Extension agent, combine talents to create the announcement.

The station devotes the same amount of time, energy, and dedication to producing a PSA as to producing a commercial announcement. This is clearly evidenced by the consistently high quality and professionalism viewers see in the finished product.

All involved agree that putting Extension on a "spot" is not an easy job. But once you see the results, whether on your own TV set or reflected in the response people everywhere give your message, you know it's worth the effort. □



Kay Gorman, Extension home economist, checks production schedules with WNBF-TV program director Don Snyder to assure a smooth, continuous flow of public service announcements.

Transporting the cultural arts to rural residents

by

Joyce Ann Bower

*State Extension Specialist (Press)
West Virginia University*



Many people have an interest in art and music, but when the nearest art exhibit or concert is 60 miles away, even the most ardent arts enthusiast begins to have second thoughts about attending.

In much of West Virginia, particularly the rural areas, formal opportunities to become acquainted with the arts are limited. An educational study project is one method the Extension Service is using to transport the cultural arts to persons who want to learn more about them.

Although Extension agents had been conducting various cultural arts activities with both youth and adults for years, they needed more complete materials, particularly on art and music. And the agents wanted people to benefit from West Virginia University's expertise in these fields.

In 1965, county, area, and State Extension personnel asked the University's Creative Arts Center to help develop an educational program. For the most part, the Arts Center people were unfamiliar with Extension work, but they could see the potential of this method to teach

appreciation for the arts and were eager to help.

The Extension Service commissioned two Creative Arts Center professors to write the music and art units; an Extension program leader for women developed another on creative crafts. Together, the six lessons on music, 10 in art, and 12 of crafts make up the "Education Through the Cultural Arts" project. The lessons are designed for individual or group study.

In preparing the music lessons, Music Professor Scott Stringham was guided by what he thought "a person seriously interested in learning about music should look at—the basics of music." Topics of his lessons include jazz, Classicism, Romanticism, the American musical stage, U.S. music, and folk music of the world. Thirteen prerecorded tapes are part of the unit.

The art unit, written by Professor Barbara Drainer, includes seven art reproductions and several slides, as well as lessons on such subjects as color, design, techniques, contemporary art,

selected artists, and West Virginia artists.

Mrs. Eleanor Glenn, retired Extension program leader for women, coordinated the entire project and developed the crafts unit. Crafts were included in the project because they are part of West Virginia's mountain heritage, she explains.

Through this unit, she hopes to revive interest in early crafts, many of which are becoming extinct. Mrs. Glenn says that Extension wants to encourage quality, creative crafts, instead of just "busy work."

"What we're doing now should be cherished a hundred years from now," she points out, "and we must get away from the idea that crafts are just for women." The crafts unit includes directions for such activities as rug making; needlework; corn shuckery; wood, leather, nature, and metal crafts; and crafts for children.

The State office assembled 300 project kits for distribution to the 55 county and six area Extension offices and to five

Homemakers, opposite, discuss a painting as part of an Extension home study project in art. Below, young people at a Mountain Heritage Weekend explore some aspects of mountain culture.



regional libraries for use by agents and other interested persons.

Each kit contained a guide book for each unit, bibliographies, a list of recordings and visuals, and the 28 lessons. Thousands of copies of the individual lessons were printed. The music tapes and art slides were kept at the area offices for scheduling to agents and interested groups.

In a series of meetings throughout the State, Professors Stringham and Drainer trained local people to teach the lessons. Attending were local leaders, teachers, and others interested in teaching art and music.

The 12,000 members of Extension Homemakers Clubs are a major audience for the project, but other groups also are using the lessons.

Teachers, for example, have used the information in their classrooms. In Marshall County, retarded children have made some of the crafts; also, the county music director requested the music lessons for use in the schools. Men and women in an adult education art class studied the art unit.

The materials have made an impact in ways other than direct study. Parkersburg area residents became acquainted with the music unit through five 30-minute television programs. The county home agent worked with a music consultant from the local PACE (Projects to Advance Creativity in Education) Center in preparing and hosting the shows.

More than 100 music students from four area junior high schools performed the music. Certificates were offered to those who watched the programs.

After studying the crafts unit, the 177 Homemakers Club members in Braxton County became concerned that Appalachian crafts have been forgotten by many. They have been working for a year and a half to establish a county craft center where classes may be held and quality crafts created.

The center became a community endeavor. The Board of Education gave the women permission to renovate an abandoned school building; a garden club hired a painter; the Lions Club had a well drilled; a lumber company provided a new porch; and an electric firm wired the center.

The women purchased a \$300 kiln, and a loom has been donated. Local craftsmen have volunteered to conduct workshops in weaving and ceramics. The women expect to have classes started this spring.

Other Extension Homemakers have toured the Mellon Art Gallery, National Gallery of Art, and West Virginia University art exhibits; participated in the State Arts and Crafts Fair; had a local artist demonstrate painting techniques; attended concerts; and conducted a one-act play contest.

Extension has developed other cultural arts activities, too. More than 1,000 youngsters representing various youth organizations have attended Mountain Heritage Weekends in various areas of the State during the last 2 years. Agents in the Charleston area devised the program to acquaint youngsters with a tremendous heritage which too often has been neglected, forgotten, or labeled inferior.

The camps were funded by the West Virginia Arts and Humanities Council

(a State agency) and Title I of the Higher Education Act. The youngsters played mountain instruments, sang ballads, and learned country dances. They, in turn, have taught these Appalachian arts and folklore to other boys and girls. A similar weekend is being planned for adult leaders.

Another cultural learning experience was the artist-in-residence at a State park, sponsored by the Arts Center and Extension.

The Arts Center is working with Extension agents in the Eastern Panhandle area to help schools and communities obtain cultural programs from the University. Brochures listing available speakers and performers have been distributed to school and community groups. The area Extension office coordinates the scheduling of WVU musical performances, art exhibits, lectures, workshops, and drama productions in the eight counties.

County agents also help promote and schedule the Creative Arts Center's puppet mobile in communities and schools throughout the State. During the 1969 school year, 50,000 youngsters and adults saw the puppet show, which was presented 400 times.

The "Education Through the Cultural Arts" project will reach even more people in the future because the West Virginia Arts and Humanities Council plans to reprint 300 copies of the music and art units for use by local community groups.

The Council's executive director praises the materials: "They're designed so that anyone with leadership ability can teach them. We want to get them into the living rooms, the coal camps, and the rural areas to give people a basic idea of music and art appreciation."

He praised the Extension Service for being "open-minded enough to dive right into the arts."

He plans to send copies to the 12 other Appalachian States and to two Western States which have shown interest in the program. After he described the project at a regional arts meeting, representatives from the Southeastern States requested copies, too. □

Professional improvement opportunities

... schools and workshops

Western Community Resource Development Workshop

The Western Regional Community Resource Development Workshop will be held June 15-25, 1971, at Colorado State University.

Work in selected laboratory communities will provide participants the unique opportunity to experience firsthand the many implications of working in a community and with community leaders. Participants will share experiences and will discuss concepts, methodologies, and their individual roles with nationally recognized leaders in community resource development.

Each participant will be requested to bring current materials such as research studies, special CRD program informa-

tion, and video tapes to share with the group.

Details concerning registration fees and accommodation rates will be announced later. For additional information contact: Dr. Donald M. Sorensen, Workshop Coordinator, Department of Economics, Colorado State University, Fort Collins, Colorado 80521. □

Community Resource Shortcourse

The fourth annual University of Missouri Community Resource Shortcourse will be held June 1-12, 1971, at the University of Missouri, Columbia.

The theme will be "The Application of the Community Development Process to Area and Regional Planning and Development." The University of Missouri Department of Regional and Community Affairs invites the participation of planning directors and agency personnel interested in application of the community development process. No credit will be given, and participation will be limited to 40 persons.

Costs will be announced later. For more information, contact Hugh Denney, Department of Regional and Community Affairs, University of Missouri, 728 Clark Hall, Columbia, Missouri 65201. □

Southern RD Workshop

The Southern Regional Rural Development Workshop will be held January 12-14, 1971, in Birmingham, Alabama. The workshop is intended primarily for community and resource development specialists in the Southern Region. Some research workers from the Southern Region will attend, however, and a limited number of persons from outside the region can be accommodated.

For further information, contact T.D. Aaron, Assistant Extension Director, P.O. Box 748, Tifton, Georgia 31794. □

N. C. Summer School

This 3-week summer session will be held June 21-July 9, 1971, North Carolina State University, Raleigh. Tentative plans include courses in ecology and environment, resource development, use of volunteers, administrative management, youth development, and adult learning and other areas relevant to technical agriculture and home economics. Address Dr. Edgar J. Boone, Head, Department of Adult Education, North Carolina State University, Raleigh, North Carolina 27607. □

Arizona Winter School

Regional Extension Winter School will be held January 25-February 12, 1971, at the University of Arizona, Tucson. Courses offered:

- Public Affairs Education
- Developmental Approaches in Consumer Education
- Volunteer Staff Development
- Residential Landscape Development
- Agribusiness Management
- Techniques for Teaching and Learning
- Cultural Implications of Technological Change.

Obtain the Winter School brochure from Kenneth S. Olson, Director, Western Regional Extension Winter School, Room 303H, Agriculture Building, University of Arizona, Tucson, Arizona 85721. □

Colorado Workshop

Colorado State University is changing its traditional 3-week summer school to a 2-week workshop, June 14-June 25, 1971. The change will provide flexibility to meet changing needs of Extension workers and other professionals in continuing adult education, and will be adaptable to different circumstances of work assignments, vacation and study plans. About 10 courses will be offered.

For further information and application for enrollment write to Dr. Denzil O. Clegg, Director of the National Extension Summer School, Colorado State University, Fort Collins, Colorado 80521. □

... for Extension home economists

J. C. Penney

An annual fellowship of \$2,000 has been established by the J. C. Penney Company to provide an opportunity for Extension home economists who have shown competence and achievement in home economics Extension programs to receive additional professional improvement through graduate study at the master's or doctoral level.

Each State may nominate one candidate. Nominations, due May 1, are to be sent to the national professional improvement committee chairman. Final selection is made by the national scholarship committee.

Forms may be secured from the professional improvement chairman of the State Extension Home Economists Association or from the national chairman, Mrs. Mary Lockhoff, Danville, Pennsylvania 17821. □

NAEHE Fellowship

One fellowship of \$2,000 has been established by the National Association of Extension Home Economists for a member of that organization. This fellowship is for the purpose of professional improvement through advanced study.

Each State may nominate one candidate. Nominations are made by the State scholarship committee and must be received by the national professional improvement chairman by May 1. Final selection will be made by this national committee.

Forms may be secured from the professional improvement chairman of the State Extension Home Economists Association or from the national chairman, Mrs. Mary Lockhoff, Danville, Pennsylvania 17821. □

Grace Frysinger Fellowships

Two Grace Frysinger fellowships have been established by the National Association of Extension Home Economists to give Extension home economists an opportunity to study and observe Extension work in other States.

The \$500 fellowships cover expenses for one month's study. Each State may nominate one candidate. Nominations are due May 1, and selections will be made by the National Association scholarship committee. Applications are handled by the State Association professional improvement and fellowship chairmen in cooperation with State home economics leaders.

Forms may be secured from the professional improvement chairman of the State Extension Home Economists Association or from the national chairman, Mrs. Mary Lockhoff, Danville, Pennsylvania 17821. □

Tyson Memorial Fellowships

The Woman's National Farm and Garden Association offers two \$500 Sarah Bradley Tyson Memorial Fellowships for women who wish to do advanced study in agriculture, horticulture, and "related professions," including home economics.

Applications should be made by April 15, 1971, to Mrs. Lydia Lynde, 6008 Grove Avenue, Alexandria, Virginia 22307. □

... for 4-H agents

Rockford Map Publishers

The National Association of Extension 4-H Agents administers a \$100 scholarship provided by Rockford Map Publishers. This scholarship is limited to Extension agents doing youth work in Minnesota, Indiana, Wisconsin, Ohio, West Virginia, Michigan, Illinois, and Pennsylvania. Applicants do not have to be a member of the Association to receive this scholarship.

Application forms may be obtained by contacting Donald MacVean, Courthouse, Pulaski, New York 13142, Chairman of the Professional Improvement Committee of NAEA, and must be submitted before November 1. □

Washington State

The Edward E. Graff Educational Grant of \$1,100 is for study of 4-H Club work in the State of Washington. Applications are due April 1. Contact Lester N. Liebel, Extension Training Coordinator, 208-A Wilson Hall, Washington State University, Pullman, Washington 99163. □

National Association of Extension 4-H Agents

The National Association of Extension 4-H Agents offers \$1,050 annually in scholarships to its members. To be eligible, applicants must have been a member of the Association the year prior to and the year of application. The scholarships are for summer or winter schools, travel study, or other graduate work.

Application forms may be obtained from Donald MacVean, Chairman of the Professional Improvement Committee, Courthouse, Pulaski, N.Y. 13142. □

... at land-grant universities

University of Kentucky Assistantships

The Center for Developmental Change at the University of Kentucky will award assistantships to outstanding M.A. and Ph.D. candidates desiring to concentrate in their selected disciplines on relevant themes about change. The Center correlates certain domestic and international research, action, and training programs. Domestic projects are focused on Kentucky and Appalachia, with regional studies of urban and rural problems. The international projects include technical assistance and educational support programs.

Applicants must meet the standards of the Graduate School and their department as well as of the Center. Selected candidates each devote 20 hours weekly in Center-sponsored project activities while working for their degrees in academic departments of the University. Supervision of a student's academic program remains in the department in which he seeks a degree.

Assistantships are for a period of 10 months and include waiver of nonresident tuition. Awards are \$2,400 for students working for the master's degree, \$3,000 for students with a master's working for a doctorate, and \$3,600 for students who have successfully completed prethesis examinations for the Ph.D.

For information write Daniel L. Wentz, Administrative Officer, Center for Developmental Change, University of Kentucky, Lexington, Kentucky 40506. □

William H. Hatch Fellowship

The William H. Hatch Fellowship offered by the University of Missouri Agricultural Experiment Station is for candidates for the Ph.D. degree. It carries a stipend of \$4,600 the first year, and \$4,800 the second year. There is no restriction on the area of study and research except that it must be supervised by a department within the College of Agriculture. The candidate may choose his department.

The effective date of this fellowship is July 1; however, applications must be submitted for consideration prior to March 1, 1971, as the recipient will be announced on March 15 or soon after. The Dean of the College of Agriculture is in charge of selection.

A copy of the brochure and details regarding information to be included in an application may be obtained from the Dean of the College of Agriculture, 2-69 Agriculture Building, Columbia, Missouri 65201. □

Ohio State University

The Ohio State University offers one research assistantship of \$3,600 and a number of university fellowships on a competitive basis—about \$2,400 each. All assistantships and fellowships include waiver of fees.

Application deadline is February 1. Contact Dr. C. J. Cunningham, Department of Agricultural Education, 2120 Fyffe Road, The Ohio State University, Columbus, Ohio 43210. □

University of Maryland

Two graduate assistantships in the Department of Agricultural and Extension Education are available to Extension workers interested in pursuing the M.S. or Ph.D. degree in Extension and Continuing Education.

Additional assistantships may become available. Assistantships are for 12 months and pay \$280 per month or \$3,360 for the 12-month period, plus remission of fees which amount to \$1,200.

Contact Dr. E. R. Ryden, Department of Agricultural and Extension Education, University of Maryland, College Park, Maryland 20742. □

Academic Program for Black Students

Through a Rockefeller Foundation grant, the Institute of Food and Agricultural Sciences, University of Florida, offers an academic development program in agriculture and related fields for black American students.

Students applying for admission are required to take the Graduate Record Examination. The GRE score and grade point average for the junior and senior years are used in determining admission to the Graduate School. A combined score of 500 (including GPA of 2.75) will qualify an applicant for full admission.

Graduate assistantships for one-third time service, at \$290 per month, are available to students who meet require-

ments for admission. The Rockefeller Foundation grant is for the financial assistance of black Americans who are graduates of a 4-year college and are interested in graduate study in agriculture or related fields, but who fail to qualify for full admission.

Persons who are considered to have potential for graduate work are eligible to apply for up to three quarters of course work, after which they may be admitted to the Graduate School. During the period of pre-graduate study, the student will be enrolled as a special post-baccalaureate student and will receive financial assistance of \$270 per month. After admission to the Graduate School, the student will be transferred to a regular assistantship in the department of his choice.

For application forms and other information, write to: Dr. Marvin A. Brooker, Institute of Food and Agricultural Sciences, Dan McCarty Hall, University of Florida, Gainesville, Florida 32601. □

Cornell University

The Department of Rural Sociology provides Extension, research, and teaching assistantships paying \$3,600 annually plus payment of fees and waiver of tuition. These grants are available only to graduate students majoring in development sociology who are full candidates for a degree.

For further information contact Dr. Harold R. Capener, Head, Department of Rural Sociology, New York State College of Agriculture, Cornell University, Ithaca, New York 14850. □

University of Wisconsin

The University of Wisconsin-Madison offers a limited number of assistantships through the Division of Program and Staff Development, University Extension, consisting of \$304 per month for 12 months plus a waiver of out-of-state tuition. Contact Patrick G. Boyle, Director, Division of Program and Staff Development, 432 North Lake Street, Madison, Wisconsin 53706. □

Postdoctoral Fellowships for Behavioral Scientists

The Center for Advanced Study in the Behavioral Sciences provides scholars free time (at their normal university salary) to devote to their own study and to associate with colleagues in the same or related disciplines. The Center requests nominations from certain graduate departments and research centers. Fields: the behavioral sciences. Write to the Director, Center for Advanced Study in the Behavioral Sciences, 202 Junipero Serra Boulevard, Stanford, California 94305. □

University of Arizona

The University of Arizona offers financial assistance to graduate students in the form of research assistantships, teaching assistantships, and tuition scholarships. In most cases the registration fee of \$160 a semester is not waived, although nonresident tuition of \$890 is waived. Assistance ranges from \$1,450 to \$6,700 per year. Graduate study includes work toward both master's and doctoral degrees. Applications for appointments should be filed with the department heads before March 1. For forms and further information, write to Dean of the Graduate College, The University of Arizona, Tucson, Arizona 85721. □

Florida State University

National Defense Education Act fellowships: First year, \$2,000; second year, \$2,200; third year, \$2,400; plus \$400 per year for each dependent.

Departmental assistantships: For master's and doctoral degree students—\$2,000 to \$3,000 for 10 months.

University fellowships: For master's degree students—\$2,400 for 12 months; for doctoral students—\$3,000 for 12 months.

Internships in various phases of adult education: Annual stipends ranging from \$2,000 to \$6,000.

For further information, contact Dr. Irwin R. Jahns, Chairman, Student Selection Committee, Department of Adult Education, College of Education, Florida State University, Tallahassee, Florida 32306. □

Harvard Fellowships for Government Careers

Littauer Fellowships

These fellowships are for public servants who have had considerable experience in government, and preferably some graduate study in the social sciences, and who plan definitely to continue their careers in government service, at either the Federal, State or local level.

Students in the School pursue individual programs of study. These may be concentrated in one of the social sciences, particularly economics or political science, or they may combine two or more fields in a manner suited to specific needs.

The fellowships are adjusted in amount to the needs of the student and may normally carry stipends up to a maximum of \$6,600. Exceptions may be made at the discretion of the Fellowship Committee. □

Administration Fellowships

These fellowships are for recent college graduates who have had some experience in the public service and a distinguished record in their undergraduate work. A limited number of these fellowships are also available to recent college graduates without government experience who intend to enter the public service. Administration Fellowships carry stipends up to \$5,200 with amounts adjusted to the needs of the student.

Persons interested in fellowships or admission may obtain application blanks, catalogs, and other information by writing to the Registrar, 123 Littauer Center, Harvard University, Cambridge, Massachusetts 02138. Applications should be filed by March 1, 1971. □

... Farm Foundation awards

Fellowships for Study of Social Sciences

The Farm Foundation offers fellowships to agricultural Extension workers, giving priority to administrators, including directors, assistant directors, and supervisors. County agents, home economics agents, 4-H Club workers, and specialists will also be considered. Staff members of the State Extension Services and USDA are eligible.

Courses of study may be one quarter, one semester, or 9 months. The amount of the grant will be determined individually on the basis of period of study and need for financial assistance. Maximum grant will be \$4,000 for 9 months' training.

It is suggested that study center on the social sciences and in courses dealing with educational administration and methodology. Emphasis should be on agricultural economics, rural sociology, psychology, political science, and agricultural geography.

Applications are made through State Directors of Extension to Dr. R. J.

Hildreth, Managing Director, Farm Foundation, 600 South Michigan Avenue, Chicago, Illinois 60605. Forms are available from State Extension Directors. Applications must reach the Farm Foundation by March 1. □

Scholarships for Study of Extension Supervision

The Farm Foundation will offer 10 scholarships of \$200 each to Extension supervisors enrolling in the 1971 summer supervisory-administration course June 14-June 25 at Colorado State University. Scholarships will be awarded to no more than one supervisor per State.

Applications should be made through the State Director of Extension to Dr. Denzil O. Clegg, Education and Research Coordinator, Extension Service, Colorado State University, Fort Collins, Colorado 80521. □

University of Chicago Fellowships

Extension workers who are concerned about the Extension role of the university in the urban setting are invited to apply for a \$6,000 doctoral fellowship in adult education. Each of these two awards, which are provided by the Carnegie Corporation, is intended to provide the recipient with firsthand knowledge of the complementary and the competing functions of publicly and privately supported adult education programs in metropolitan areas, using the city of Chicago as a learning laboratory. Applicants should be preparing for positions of program or administrative leadership in broadly based university extension programs and should have a commitment to improving the quality of life in the city through the extension of university resources.

Other scholarships, fellowships, and

assistantships for specialists, county agents, home agents, and youth workers who wish to work toward an M.A., Ph.D., or Certificate of Advanced Study in Adult Education are also available. The University of Chicago programs are best suited to individuals who are interested in learning about private universities, urban life, and adult education programs ranging far beyond conventional efforts.

The closing date for the acceptance of applications for awards for the 1971-72 academic year is February 1, 1971. Applications and further information are available from William S. Griffith, Chairman, Adult Education Special Field Committee, Department of Education, The University of Chicago, 5835 South Kimbark Avenue, Chicago, Illinois 60637. □

Warner Scholarship

Mu Chapter of Epsilon Sigma Phi will award one scholarship of \$100 to professionals in Extension Service for study of Extension methods through one of several ways—a 3-week summer or winter Extension school, academic study while on the job, or study leave.

Applications may be obtained from the State Extension training officer, or from the Staff Development Office, Extension Service, USDA, Washington, D.C. 20250. The deadline for filing applications is April 30, 1971. Announcement of the recipient will be made in May; the award will be granted after the study is completed. □

National Defense Graduate Fellowships

The purposes of this program are:

- To increase the number of well-qualified college and university teachers.
- To encourage development and full utilization of graduate programs leading to the doctorate.
- To promote a wider geographical distribution of such programs and expand the opportunities for doctoral study.

Allocation of fellowships to colleges and universities is announced by the Office of Education in January. Fellowship candidates apply directly to the graduate schools which then send their nominations for awards to the Commissioner of Education. Fellowships are tenable only in the approved programs at the institutions to which they have been allotted.

A fellowship is normally a 3-year award subject to the continued availability of appropriations and satisfactory student progress toward a degree. It provides a stipend of \$2,400 the first 12-month year, \$2,600 the second, and \$2,800 the third, together with an allowance of \$500 for each dependent.

An applicant must be a citizen or a national of the United States. He must intend to enroll in a full-time course of study leading to the doctorate, and he must be interested in an academic career of teaching in an institution of higher learning.

For further information, write directly to university officials concerned with graduate school programs. □

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Housing—crisis or opportunity?

"We have a crisis—a housing crisis—in the United States, the land of plenty. When written in Chinese, the word crisis is composed of two characters: one represents danger and one represents opportunity. Let us take this housing crisis and turn it into an opportunity to further implement our total Extension program. Let us strive to improve the housing conditions of every family." This is the challenge Dr. Fred R. Robertson, Vice President for Extension, Auburn University, placed before the National Extension Housing Conference in November in Atlanta, Georgia.

Dr. Robertson, in developing some approaches to meet the challenge, outlined the functions of housing and the ways housing affects people.

Housing has a close relationship to health. It protects its occupants from insects and animals as well as the sun, rain, and snow. It affects the way a family eats, sleeps, and keeps house. It is a major vehicle for socializing children as they grow up by the attitudes and patterns of behavior it fosters.

Housing affects friendship formation of both adults and children and plays a large role in whether a family's values are fulfilled or frustrated. Finally, and maybe most important, it fulfills psychic needs by providing identity and values of self-worth.

Dr. Robertson outlined approaches that may have application at the community and county levels in helping Extension meet its challenge in housing.

He urged Extension workers to become familiar with the current housing situation in rural communities and to create interest among businessmen and political, professional, and community lay leaders on the housing problem and ways they can become involved in implementing local housing developments and programs to alleviate the needs.

Extension may also use both direct and indirect means to reach rural families and those in small communities who have housing needs. The purpose here is to make them aware of the nature and extent of financial assistance programs available through the Farmers Home Administration and other agencies.

The indirect methods to which Dr. Robertson referred include involving in small group meetings people who have frequent and repeated contact with people with housing needs. They can be helpful in assessing the problem and needs. They also can make people aware of the various housing assistance programs available. The indirect method also includes working with groups and public agencies whose purpose is to sponsor projects permitted under certain assistance programs.

Direct assistance may include:

—Providing information, referrals, and assistance to families with inadequate housing who may be identified as a result of contacts through ongoing Extension activities.

—Implementing a specific housing project as part of the county Extension program to search out families with housing needs, provide information on assistance, and motivate them to accept and apply for assistance.

—Providing followup help to families receiving housing assistance to aid them in becoming responsible homeowners.

Certainly, the national housing situation is such that the space here does not permit doing justice to it or to the manner in which Dr. Robertson expressed it before the conference. It is national in that it reaches into each State, county, and hamlet. The nature and extent of the problem provides abundant opportunity for involvement of most disciplines represented on Extension staffs at all levels.—WJW